Topic: Marketing Metrics (Click through Rates) 1​‌‍‍‍‍‌‌‌‌‌‍‍‌‌‍‍‍‍‍‍​. Explain the general purpose of the click through rates metric. In your own words (using the information from the textbook and lecture) what is the point of this metric? 2. Explain the general formula & calculation. Using the formula presented in the lecture & book explain how it works (i.e. how it is constructed, what input data you need)? 3. Showcase an application of the metric in a Business Case using ONE company of your choice. Illustrate the purpose, calculations, and interpretations for a company of your choice. You must use real numbers for your calculations which you obtain from external sources. For example, for industry reports, you can use University databases, such as MarketLine/Data monitor, ​‌‍‍‍‍‌‌‌‌‌‍‍‌‌‍‍‍‍‍‍​Passport GMID/Euromonitor, IBIS, Mintel, the business press, annual reports. Avoid re-using the examples discussed in the class and textbook. 4. Discuss special considerations & potential problems with the metric in your Business Case. Discuss the potential problems and considerations regarding the metric’s use by the company of your choice. Link the findings from your business case with the information you have from lectures and the textbook to flag specific extra considerations and potential problems or shortcomings of the metric. Contents: 1. Definition 2. Purpose and indication 3. Constructions 4. Application to a Business Case (with data, calculations) 5. Special consideration and problems 6. Referen​‌‍‍‍‍‌‌‌‌‌‍‍‌‌‍‍‍‍‍‍​ces